
SEND THE RIGHT MESSAGE REGISTERED CHARITY 1193572 REPORTS & ACCOUNTS

FEB 2023 - 2024

“We believe that together, we can make a difference in the lives of disabled and neurodivergent families to lead happier and healthier lives.





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REFERENCE AND ADMINISTRATIVE DETAILS

The full name of the charity is:

SEND the Right Message.

The legal registration details are:

Date of incorporation 17/02/2021

Charity Registration Number 1193572

The Registered Office is:

320D High Road
Benfleet
Essex
SS7 5HB

TRUSTEES

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R King

B Galpin
Appointed 25/11/2023
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SEND THE RIGHT MESSAGE CHARITY 1193572

For the public benefit, the relief of neurodivergent and disabled children, young people, adults and their parents or carers in Essex and Southend.





SEND THE RIGHT MESSAGE

CHARITY 1193572

Charity Objectives



Relieving financial hardship.



Providing support services, assistance, information, activities, and training programmes.

Creating opportunities for respite breaks.



Developing and promoting innovative and early interventions for the health and well-being of beneficiaries.



Promoting social inclusion and raising awareness and acceptance.





OUR MISSION

Our mission is to improve the lives of families in Southend and Essex where a child or young person (aged 0-25) has been identified or is suspected of having specific educational needs and/or disabilities.

OUR AIMS

SEND the Right Message's mission is to improve the quality of life for families in Southend and Essex where a child has been identified or is suspected of having specific educational needs and/or disabilities through inclusive and supportive activities

OUR VISION

Our vision is for parent carers, children, and young people with specific educational needs and disabilities to fulfil their potential by enabling families to live happier, healthier, longer lives and empowering families to help and support each other.



SEND THE RIGHT MESSAGE
CHARITY 1193572

WELCOME

History and Background

In 2019, Maggie Cleary, the co-founder and CEO of STRM, set up a charity after struggling for years to find suitable support for her neurodivergent children.

Maggie persevered through the challenge of understanding the complex SEND system despite feeling isolated and unsure where to start. She sought to connect with others facing similar struggles, especially those dealing with a child's mental health issues.

During this challenging journey, she encountered a group of like-minded parents who shared her struggles. They united to establish a charity to support others facing similar challenges and drive meaningful change.

**SEND the Right
Message Charity
1193572 (STRM)
formed as a
constituted charity
on
17th February 2021.**



SEND THE RIGHT MESSAGE CHARITY 1193572



Inclusiveness: At our core, we prioritise creating a strong sense of belonging and connectedness for our families. We wholeheartedly recognise and value the unique experiences of parents/carers and aim to provide a space where they feel truly seen and heard. Our families are at the heart of what we do.

OUR VALUES

Commitment: Our commitment to the community is unwavering. We actively listen, learn, and respond empathetically to our beneficiaries' evolving needs. We value your input and strive to create a space where everyone feels heard and included, fostering a sense of belonging and unity.



Integrity: Our commitment to trustworthiness, authenticity, and transparency is the cornerstone of our operations. We strive to inspire confidence and security in our families and the wider community, always acting with integrity and being a reliable and honest source in all our interactions

Empowerment: We develop a culture of building self-confidence and self-esteem for our beneficiaries and work cooperatively and collaboratively with the local community.

Our values are the driving force behind our efforts to improve the lives of our beneficiaries



They guide our actions and decisions, ensuring we stay true to our mission.

FOREWORD FROM THE CHAIR OF TRUSTEES

VICKI
LAMB



EQUALITY VS EQUITY

The sense of awe I feel as I write this report has become quite familiar. I joined SEND The Right Message (STRM) a few years ago and quickly volunteered as a trustee, inspired by the committee's passion and determination to champion equitable access to opportunities for neurodivergent and disabled children, young people, and their families. I deliberately choose to use equity instead of equality because an important distinction truly epitomises the challenges so many of our families face daily. Equality is the belief that everyone should be treated equally in the interests of fairness. By contrast, a commitment to equity shows that difference is something to be valued; it understands that being treated differently is what underpins fairness. Equality lacks subtlety or nuance, and when it is incorrectly applied in education, social services, and health care, it can work to deny access to the very people who need support.

At STRM, we try and build equity into everything we do because we believe that true inclusion requires us to act with intent. We do not treat everyone equally because we recognise that each family is unique, and that each child or young person needs us to create an offer that is accessible to them. This is what makes us stand out as a charity. We have worked hard to earn the trust and respect of our stakeholders, and we take our commitment to them seriously.

ASTOUNDING ACHIEVEMENTS

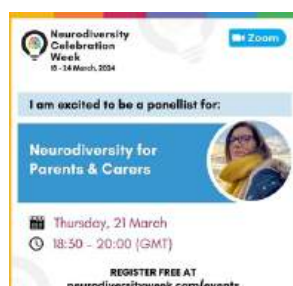
I would like to take the opportunity to share some of my personal highlights from the past 12 months. The evidence of our cumulative impact is easy to see within the wider report, but there have been some stand out moments for me, which I would like to celebrate.

To start with, we moved offices. Again. This celebration is a little bitter-sweet, because we loved our time at Labyrinth House, Westcliff-on-Sea. It was a warm and welcoming space, and it held us with care as we found our feet and expanded our community reach – which we did with great success. So much so that we were forced to admit that we would need a different office space if we were to keep up with our current demand. Fortunately, a larger office became available in Benfleet, and we were able to relocate ourselves with relative ease. We will never forget our time at Labyrinth House with fondness and we thank them for their continued friendship as we settle into our new space.

A personal highlight for me was STRM being invited to take part in Neurodiversity Week once again. This week-long event works hard to create freely accessible and inclusive spaces and it prioritises neurodivergent voices, so you know that when you step into that space, it holds it with integrity and credibility. I was invited to share a virtual stage with like-minded parents and professionals who 'get it'. As any minority group will understand, barrier fatigue can be relentless, so an opportunity to be in a space without barriers felt joyous and freeing. This is why visibility is so important.

I'm a big fan of radical acceptance as well. And I think, when we take our kids as fully formed human beings, as they are, we can then have really open conversations about what works and what doesn't." –

Vicki Lamb





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ONWARDS AND UPWARDS

The pride I have regarding the work that we are doing is unmistakeable; but pride does not pay our bills. When it comes to balancing the budget, STRM stands tall amongst many of our small charity colleagues, because sustainable funding streams are not easy to come by when our country is experiencing a prolonged and painful financial crisis. In our 2023 report, I said that *“we still find ourselves firefighting daily, and for every fire we put out, the wildfire catches and spreads elsewhere.”* This is sadly still the case. This past year has seen us achieve so much more than we could have hoped for, but financial stability still feels like an unachievable dream and until we achieve it, it will continue to hinder the implementation of our long-term plan.



ACHIEVEMENTS AND AWARDS

No talk of our achievements will be complete without mention of our bouldering club. With the financial support of Active Essex, Active Southend, Tesco Community Fund and British Airways Community Fund, our bouldering club started out as a small pilot project which was designed to create a safe space for disabled and neurodivergent children to share and connect in. To say that it has surpassed our expectations is an understatement. It has been an absolute privilege to see and hear the stories of friendships built around a shared love of the sport, or to witness them encourage each other to reach outside their comfort zones and try something new, which might be challenging for them.





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We were pleased to have been nominated for the BBC Make a Difference Award in the Community Group category and honoured to have been finalists in September 2023. Although we did not win, it was an incredible night celebrating all the local heroes.



In November 2023, we were fortunate to be nominated at the Southend-on-Sea City Council Civic Centre Southend Active Awards. We were thrilled to announce that Kyle was the runner-up in the category "Young Sports Personality of the Year", and Maggie won the "Unsung Hero" Award.



We also want to congratulate all the winners and express our heartfelt thanks to our partners at Indirock for giving us the opportunity.

FUTURE PLANS

I remain forever optimistic. STRM has always been a charity with big ideas and even bigger dreams... As I look to the coming year, I am excited to report that we are in the process of finalising our new business plan, which will support our charities aims and objectives, as well as future fundraising activities.

Alongside this piece of work, we decided to open applications for new trustees and were blown away by the quality of the applicants. The interview process not only highlighted the impressive professional backgrounds of each new trustee, but the positive regard in which they held STRM, which I believe speaks for our work far more than anything I could write here. We look forward to introducing them to you over the coming months, with a plan for our members to meet them face to face at our 2025 AGM.

On behalf of all trustees, we would like to extend our thanks to all our members for continuing to place your trust in us. To our supporters and funders, we genuinely could not do this without you, and we appreciate your continued efforts to ensure the sustainability of our charity.

Warmest regards,

Chair of Trustees



OUR APPROACH

Recognising that some families face difficulties attending in-person sessions for various reasons, such as their specific circumstances, lack of confidence, or financial constraints, we have developed diverse support channels. These include options for participating in online forums and the flexibility to attend appointments or sessions. Additionally, we provide pop-up walk-in services in different locations to cater to those who may find it challenging to travel to traditional support centres.

By fostering an environment of trust and mutual respect, we aim to build a strong network of support that uplifts every disabled family within the community. Our initiatives are designed to be inclusive, ensuring that no one is left behind and that everyone has the opportunity to thrive.

We also focus on raising awareness through workshops, peer-to-peer sessions, and community events highlighting the importance of neurodivergence and disability rights. These efforts help to break down barriers and encourage a more accepting and understanding society.

Furthermore, we collaborate with local schools and healthcare providers to ensure that neurodivergent children and young people receive the support they need academically and medically. By providing tailored resources and individualised support plans, we strive to create an inclusive educational environment where all students can succeed.

In addition, we work on policy advocacy to drive systemic changes that benefit disabled and neurodivergent individuals. By engaging with policymakers and stakeholders, we aim to influence legislation and public policies that promote equality and accessibility.

Our commitment to these values is unwavering, and we are dedicated to continually improving our approaches to better serve the community.

Together, we can create a world where everyone, regardless of their abilities, can lead fulfilling and empowered lives.

STRM has always been a charity with big ideas and even bigger dreams...





Over the years, we have learned that we need further development to provide more tailored support and to do this, we will need to expand our team.

ENTERING A NEW CHAPTER

As we embarked on a new chapter of SEND the Right Message last year, we achieved significant milestones in our core objectives. These include expanding our outreach services and pilot projects, propelling us forward in our mission.



We have implemented a test-and-learn approach in our outreach sessions to expand our reach to parent carers seeking SEND support in our current core geographical areas. We offer a wide range of diverse assistance, including financial support, information, addressing isolation, and providing respite breaks or positive children's activities that are neuro-affirming.

We are conscious of the emotional toll that can occur for staff working in an under-resourced team, especially when many of us can identify with the lived experiences of the families we are working with.

We are aiming to mitigate this by a staff well-being program imbedded within our strategic aims.

As an organisation, we have received many reports from families describing the difficulties they are having in sourcing mental health support for their children. The thresholds which need to be met to access a service seem to be getting higher, and the criteria being assessed appear to change arbitrarily and with minimal consultation.

It is particularly concerning to note that neurodivergent children are at an increased risk of developing significant mental health difficulties, and self-harm and suicidal ideation appear to be growing.

We are clear that poor mental health is an entirely avoidable outcome, and early intervention is needed to ensure that protective factors are in place for neurodivergent children who are at increased risk.



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Anecdotal evidence suggests that the transition to secondary school at ages 11 or 12 is a critical time when neurodivergent children face heightened vulnerability to mental health issues, sensory sensitivities, and executive functioning challenges. Many struggle to adjust to mainstream schooling during this period. Notably, this age range has shifted, with neurodivergent children as young as 8 or 9 now at risk of developing severe mental health problems or finding it challenging to attend mainstream school. We believe this trend is linked to barriers created by COVID-19, particularly the reduction or cancellation of two-year developmental checks with health visitors. As a result, developmental delays have gone unrecognised, and insufficient government funding for staff training in educational settings has led to a concerning increase in challenges faced by neurodivergent children as young as 7 or 8.

Our team views neurodivergence through a strengths-based lens, which we believe is essential for creating a neuro-affirming environment. Numerous neurodivergent families have experienced prolonged feelings of alienation, marginalisation, and disconnection from society. For many, the school environment poses considerable difficulties, as the complex nuances of social interactions can result in confusion and a sense of isolation. Others may encounter unmet SEND (whether diagnosed or suspected), physical or mental health issues, bullying, trauma, overwhelming academic pressure, strict behavioural policies, eating disorders, a lack of belonging, and an inflexible curriculum. Some may excel academically while heavily masking their authentic selves, often at the expense of their mental well-being and self-identity.

This is why we prioritise a strengths-based approach to neurodivergence. By creating a safe and supportive environment, we can help build confidence, reset the nervous system, and develop effective coping strategies, support systems, and positive activities for our community. We are excited to continue evolving with holistic and innovative support in the coming years.

As a parent-led charity with firsthand experience of the difficulties involved in accessing support, we are dedicated to being a companion through the emotional ups and downs of our families' journeys, providing as much assistance as possible with the resources available.

As we plan our strategy for 2024-2027, our focus will be on addressing these vital issues through innovative projects that encourage early intervention, self-awareness, and advocacy. Our goal is to empower communities to support one another while continuing to advocate for change at the national and local policy level in forums where our voices are welcomed.

Warm regards,

Maggie Cleary

CEO

I would like to express my gratitude to our small team and Board of Trustees for their support and belief in the charity ethos and the broader positive impact we strive to achieve.





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PROVIDING SUPPORT SERVICES, ASSISTANCE, INFORMATION, ACTIVITIES, AND TRAINING PROGRAMMES.

PROJECTS	DETAILS	OUTCOMES
Peer-to-peer Support	• Relaxed Coffee Mornings • Online Evening Support Sessions • Online Parent Forum	• Early intervention • Reduce social isolation and exclusion. • Increase self-esteem for parents, carers and their children. • Families understand and learn how to support their child. • Sharing knowledge or providing emotional support, social interaction or practical help.
Training Opportunities	• Guest Talks • Financial Well-being Sessions	• Early intervention • Reduce social isolation and exclusion. • Increase self-esteem for parents, carers and their children. • Families understand and learn how to support their child. • Sharing knowledge or providing emotional support, social interaction or practical help.
Specialist Resources	• ‘Supporting Your Neurodivergent Child’ resource • Myth Busters series	• Early intervention • Increase self-esteem for parents, carers and their children. • Families understand and are prepared for meetings with statutory services. • Families understand and learn how to support their child at home.



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TO RELIEVE FINANCIAL HARDSHIP

PROJECTS	DETAILS	OUTCOMES
Cost-of-Living Sessions	• Cost of Living Outreach – (ND-specific) • Foodbank referrals • Fuel Bank referrals • Specialist resources & grant information • Energy advice • Financial Well-being Sessions	• Reduce child poverty, fuel poverty and access benefit entitlements. • Reduce costs associated with the disability price tag. • Increase the health and well-being of parents, carers and their families. • Reduce social isolation of parents and families. • Numeracy skills • Increase self-esteem of parents and families.
Reducing the Disability Price Tag	• Disability Benefits Service – including Disability Living Allowance and Personal Independence Payment form filling support • Blue Badge application support • Mandatory Reconsideration guidance and support • Specialist resources & grant information • Energy advice • Financial Well-being Sessions	• Reduce child poverty, fuel poverty and access benefit entitlements. • Reduce costs associated with the disability price tag. • Increase the health and well-being of parents, carers and their families. • Reduce social isolation of parents and families. • Numeracy skills • Increase self-esteem of parents and families. • Meaningful interactions empower parent carers to seek advice on other services.
Equity & Equality	• Website information: -- statutory services -- disability laws • Social Media Campaigns	• Early intervention • Parents and carers can access knowledge to support their child or young person • Access information, advice, guidance and knowledge to support their child and young person. • Address other health and social care inequalities.



CREATING OPPORTUNITIES FOR RESPITE BREAKS

PROJECTS	DETAILS	OUTCOMES
Carers Breaks.	• Partnership with Carefree Charity as a Community Partner to deliver short breaks initiative is designed to give you some time away from your caring responsibilities	• Early intervention • Increase physical and emotional health and well-being of children and their families. • Enabling carers to be more able to sustain their caring role. • Giving carers the opportunities to have a life outside of caring. • Increased self-esteem for families. • Being able to go out into the community. • Helping carers use their break to catch up on sleep
Carers Well-being Checks	• Registering as a Carer with your GP • Referral to commissioned carers provider • Information and guidance for Carers Allowance • Information and guidance on Carers Act 2014 • Information and guidance on Carers assessments	• Early intervention • Access information, advice, guidance and knowledge to support parent carers • Address other health and social care inequalities. • Increase physical and emotional health and well-being of children and their families.
Equity & Equality	• Website information: -- statutory services -- disability laws • Social Media Campaigns	• Empower to access information, advice, guidance and knowledge • Address other health and social care inequalities.



SEND THE RIGHT MESSAGE CHARITY 1193572

**TO PROMOTE CREATIVE AND HOLISTIC APPROACHES TO
THE NEEDS OF CHILDREN AND YOUNG PEOPLE WITH SEND.**

PROJECTS	DETAILS	OUTCOMES
Bouldering Sessions	• Provision of inclusive, accessible and positive children's activities. • Weekly: • Bouldering, Induction Session 1 Session, Termly (3 Spaces) • Bouldering Club Session 1 Session, Termly (15 Spaces)	• Early intervention • Increase physical and emotional health and well-being of children and their families. • Increased family support opportunities (Peer to peer Support). • Increased self-esteem for children and their families. • Reducing children and young people's social isolation • Boost self esteem
Art Well-being Project	• Provision of inclusive, accessible and positive children's activities.	• Increase physical and emotional health and well-being of children and their families. • Increased family support opportunities (Peer to peer Support). • Increased self-esteem for children and their families. • Reducing children and young people's social isolation
Bio-feedback anxiety Project	• Provision of inclusive, accessible and positive children's activities.	• Increase physical and emotional health and well-being of children and their families. • Increased family support opportunities (Peer to peer Support). • Increased self-esteem for children and their families. • Reducing children and young people's social isolation



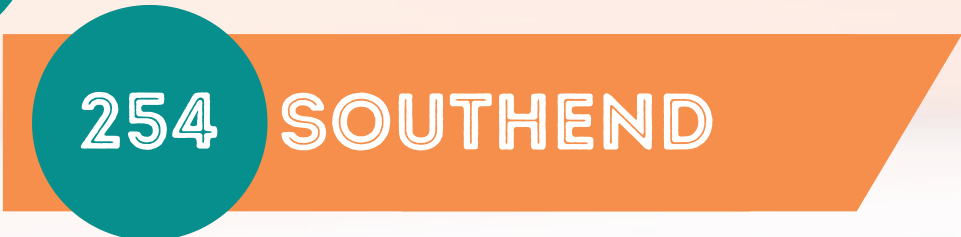
PROMOTING SOCIAL INCLUSION AND RAISING AWARENESS AND ACCEPTANCE

PROJECTS	DETAILS	OUTCOMES
National Projects & Boards • Children & Young People Mental Health Coalition • National Mental Health Act Bill Working Group • Embracing Complexity	• To represent and amplify the lived experiences of parents and carers of children and young people with SEND and drive wider-scale strategic and policy change.	• Increased understanding and acceptance of ND, including how to make useful reasonable adjustments • Influencing local and national debate about neurodivergence
Local Projects & Boards • Expert by Experience Learning Disability & Autism Forum • SET- Mental Health PPG • MSE ICB – Multiply, Castle Point and Rochford Health Wellbeing Board • Canvey Place Partnership: Active Essex – expand health and fitness approach to other sports	• To represent and amplify the lived experiences of parents and carers of children and young people with SEND and drive wider-scale strategic and policy change.	• Increased understanding and acceptance of ND, including how to make useful reasonable adjustments • Influencing local and national debate about neurodivergence
• Social media presence on local groups • Attend community events – e.g. primary care open days, creative voices, town events etc. • Regular updates to MP and other stakeholders	• To represent and amplify the lived experiences of parents and carers of children and young people with SEND and drive wider-scale strategic and policy change.	• Increased understanding and acceptance of ND, including how to make useful reasonable adjustments • Influencing local and national debate about neurodivergence



REGISTERED MEMBERS

FEB 2023 / 2024



Age Range	% Women	% Men
18-24	1%	0%
25-34	17%	0.3%
35-44	44.6%	1.9%
45-54	25.9%	2%
55-65+	5.7%	0.9%

Southend 68%
Hadleigh, 6%
Rayleigh, 6%
South Benfleet, 5%
Rochford, 5%
Hockley, 3%
Great Wakering, 3%
Thundersley, 2%
Other 2%



OUR STAFF & VOLUNTEERS
FEB 2023 / 2024



Children took part in our children activities
Anxiety Course
Bouldering
Art project



Hours of childrens activities



Cost of Living Targeted Referrals



Total staff hours to deliver Cost of Living Targeted Referrals



Delivered Benefit Sessions



Total staff hours to deliver Benefit Sessions in hours



Carers Breaks Referrals



Parent support sessions in hours



Parent support sessions follow up in hours



Total staff hours to deliver Cost of Living Sessions



SOCIAL MEDIA REACH



ONLINE PARENT
CARER FORUM

MEMBERS

Facebook reach 77.4K up 21.8%
Instagram reach 3.3K up 179.5%
Impressions 645.5k Up 61.3%
Linkedin Content performance 62,227
Impressions Up 768.3%
Twitter 1,457 Followers



NEWSLETTER
SIGN-UPS



OUR INSIGHT WORK

In general, children and young people are considered to have worse mental health outcomes compared to previous generations, exacerbated by the Covid-19 pandemic.

Mental health disorders are a leading cause of health-related co-occurring conditions in disabled children and young people. These illnesses can have a devastating impact on their physical health, their relationships, and their future prospects, and they don't always receive timely support.

POVERTY

Disabled families are highlighted as one of the groups affected by food insecurity.

They are 5 times more likely to be affected than those of a non-disabled family. *Source: Disability Rights UK/Food Foundation. Disabled people aged 21 to 64 years were less likely to have a degree (23.0%) compared to non-disabled individuals (39.7%).

4 million people with disabilities in the UK are living in poverty. In total, seven million people in poverty are either a disabled person or live with a disabled person – nearly half of everyone in poverty, highlights a new Joseph Rowntree (JRF) research report.

Disabled people reported poorer well-being regarding happiness, satisfaction, and worthiness. Disabled individuals in England reported feeling lonely "often or always" at almost four times the rate of non-disabled people (13.9% vs. 3.8%).

These disparities highlight the importance of addressing barriers and promoting inclusivity to improve outcomes for disabled individuals. Additionally, children and young people with disabilities or special educational needs (SEND) also face challenges in education and higher education participation.

Outcomes for disabled people in the UK - Office for National Statistics (ons.gov.uk)
Reducing inequalities and enhancing support systems are crucial for a more equitable society.

In terms of the impact of food insecurity on mental health, the research is clear, disabled people are either developing mental health problems, had existing mental health problems exacerbated, or, at the very least, were showing warning signs of poor mental health such as disturbed sleep and physical manifestations of sustained stress.



HEALTH & WELLBEING

THE
LAMPARD
INQUIRY 

The number of cases of autism and ADHD in adults and their children is increasing, leading to a high demand for mental health services, especially due to the pandemic. Locally, the Lampard Enquiry will be underway.

Disabled people aged 16 to 64 years had poorer ratings than non-disabled people on all four personal well-being measures; average anxiety levels were higher for disabled people at 4.6 out of 10, compared with 3.0 out of 10 for non-disabled people (year ending June 2021).

Studies show that, on average, neurodivergent people are at significant risk of premature death compared to their neurotypical peers. Autistic people, in particular, without a learning disability are more likely to die 16-20 years earlier than the average population. While the direct cause is unclear, the studies show that autistic people are at increased risk of taking their own lives and are more likely to experience barriers when trying to access health care.

The number of cases of autism and ADHD in adult women and their children is increasing, leading to a high demand for mental health services.

However, disabled and neurodivergent individuals, particularly women and children, continue to struggle to access the necessary support.

Recent research shows that autistic people without learning disabilities have a reduced life expectancy, emphasising the urgent need to address inequalities and improve healthcare and support.

While the direct cause is unclear, the studies show that neurodivergent people are at increased risk of taking their own lives and are more likely to experience barriers when trying to access health care.



WHY MIGHT NEURODIVERGENT PEOPLE DEVELOP ADDICTIONS?

People can develop an addiction if they are struggling to cope with everyday life, have a particular difficulty in their lives, or have a family history/ live with others with addiction.

Some neurodivergent people might also use or even become reliant on alcohol or drugs to mask their neurodivergent characteristics, to 'fit in'. Misusing alcohol or drugs showed that the main reasons for this could be described as self-medicating against life's negative experiences.

Frequent and prolonged use of alcohol and drugs in this way can lead neurodivergent people to become addicted.



Other reasons that neurodivergent people may develop an addiction include:

- the need for routine and repetitiveness
- lack of suitable support and services
- to help manage emotions
- a late diagnosis of Autism, ADHD and co-occurring conditions resulting in a lack of understanding, support and unmet need
- co-occurring physical and mental health conditions
- psychological trauma, such as bereavement or abuse
- social distance from their community such as isolation and loneliness



DIVORCE AND SEPARATION



The divorce rate among families who have neurodivergent children stands at approximately 80%. This figure is understandable, given the lack of family support and the additional stress that comes with parenting a child who has unique needs, often without adequate support before or after diagnosis.

Divorce can affect neurodivergent children in many ways, including:

- Changes to their routine
- Emotional upheaval
- Increased risk of depression and anxiety
- Aggression, regression, or emotional dysregulation

THE RISK FOR DISABLED VICTIMS OF DOMESTIC ABUSE



For a disabled adult, the abuse they experience is often directly linked to their disabilities and perpetrated by the individuals they are most dependent upon for care, such as intimate partners or family members who may be acting as carers.

It is also interesting to note that there is a high proportion of abuse in education settings and care homes.



Data shows that disabled adult victims are much more likely to be suffering abuse from a current partner than non-disabled victims (37% vs 28%), and over a third (31%) were likely to be living with the perpetrator of abuse compared to 18% for non-disabled victims.



KEY STATISTICS ON DISABILITY AND DOMESTIC ABUSE

In 2016, the Office for National Statistics published a report on Intimate Personal Violence and Partner Abuse.

It found that 16% of women with a long-term illness or disability had experienced domestic abuse compared to 6.8% of non-disabled women. 8% of men with a long-term illness or disability had experienced domestic abuse compared to 3.2% of non-disabled men.

Victims with a disability were more likely to experience other effects as a result of their abuse, including mental or emotional problems, difficulty in other relationships and attempted suicide.





HOUSING

Nearly 1 in 4 (24.9%) disabled people aged 16 to 64 years in the UK rented social housing compared with fewer than 1 in 10 (7.9%) non-disabled people; they were also less likely to own their own home (39.7%) and less likely to live with parents (16.4%) than non-disabled people (53.3% and 19.2% respectively) (year ending June 2021).



EMPLOYMENT & EDUCATION

Around half of disabled people aged 16 to 64 years (53.5%) in the UK were in employment compared with around 8 in 10 (81.6%) for non-disabled people (July to September 2021); disabled people with severe or specific learning difficulties, autism and mental illness had the lowest employment rates.

One-quarter (24.9%) of disabled people aged 21 to 64 years in the UK had a degree as their highest qualification compared with 42.7% of non-disabled people; 13.3% of disabled people had no qualifications compared with 4.6% of non-disabled people (year ending June 2021).





SUMMARY

The Marmot Review - Ten Years On (2024) has revealed that there are 'left behind' communities within Essex, Rochford, Castle Point, and Southend areas. The review has shown a significant decline in the 'left behind' areas of social deprivation, where the loss of assets affects community and voluntary services, including healthcare, education, and social support. The review also revealed how the lack of support and resources within these austerity measures has damaged health, well-being, and positive interactions, with the largest affected group being mothers. The impact of austerity measures continues to harm health, well-being, and positive interactions within caregiver support networks.

We are witnessing this impact during guest talks, drop-ins, and benefits appointments, where reduced assets and services continue to affect community and voluntary services and access to the right support. Our services and support sessions aim to promote women as caregivers and prioritise their voices (UNCRC, 1989). We have found that parent carers need time for their stories to be heard, and as each journey is individual, we guide the parent carer through our targeted and personalised sessions. Upon receiving help and information, the parent carer are equipped with additional support, knowledge, and an action plan to empower them.

The support we offer provides opportunities for each parent carer to choose, join a community, belong, and empower themselves within their individual journey, improving financial outcomes, access to statutory services, and health and family well-being information.



Our new welcoming environment is nurturing and calm, providing a safe space for enabling positive interactions and well-being during each sessions. The overwhelming relief experienced by the parent carer often means their first interactions at our sessions can induce strong emotions and many tears. It is crucial for parent carer that someone listens to them, understands them, and makes them feel safe, which aligns with Maslow's Hierarchy of Needs (1954).



SUMMARY

Additionally, the parent carer may experience social, communication, and emotional difficulties, including significant financial loss, which can affect their well-being and mental health. There is evidence to suggest that parent carers who have autistic or ADHD children potentially identify, are diagnosed, or undiagnosed neurodivergent. Being an undiagnosed ADHD or autistic adult is a confusing and traumatising experience with profound and enduring repercussions, particularly for females. The impact of female hormones can exacerbate women's mental health difficulties.



Locally we have seen a significant group of mothers who are falsely accused of Fabricated Induced Illness and face inequalities that make them vulnerable to unwarranted suspicion. Diverse parenting styles and approaches can expose parents to criticism if their unconventional parenting styles are poorly understood.

Many cases follow a similar pattern, where the trigger for an investigation is when parents seek support or when there is a significant difference between what a school observes and what parents report at home. Unfortunately, the focus shifts away from the child and how the family can receive support, and instead, it centres on investigating the parent, usually the mother. This is particularly prevalent in Southend Local Authority evidenced in our ongoing anonymised data collection.



POSITIVES OF A DIAGNOSIS

Being neurodivergent means we see the world through a different lens. Each individual is unique and will, therefore, require support that is tailored to their needs. A diagnosis can help parents navigate their child's environment and assist in finding resources to support their children.

For parents, this journey can feel isolating at times. It requires digging deep, seeking out information, and identifying resources that align with their family's needs. Educating themselves and those around them is essential for creating a better world for their children.

Parents should be encouraged to step away from competitive parenting and understand that having a child who is different from their peers will require a unique approach.

By ignoring unhelpful opinions, parents can become advocates for their children, raising awareness and promoting inclusivity within their communities. Identifying the areas where support is needed is crucial. For example, helping a child navigate their emotions can be a great starting point, as this may be particularly challenging for them. Strategies to regulate emotions should precede academic concerns, as education can follow once emotional stability is established.



Families need to be educated about sensory needs and the significant impact a child's environment can have on them. Many people often underestimate how challenging certain settings can be for neurodivergent individuals. It's more than just feeling uncomfortable; when their senses become overwhelmed but how it can lead to physical pain and impair their ability to think clearly or function.

By recognising and implementing even small adjustments, we empower neurodivergent individuals to lead more comfortable lives. This knowledge equips employers, educators, and businesses to create inclusive environments that can truly embrace our community. Understanding and addressing these sensory needs is crucial for developing spaces where everyone can thrive.



NEURODIVERGENT UNIQUE STRENGTHS

Neurodivergent children often possess extraordinary strengths and unique qualities, including:



- **Acceptance of Differences:**
They are less likely to judge others and accept people for who they are.



- **Integrity:**
They are honest, loyal, and committed.



- **A talent for innovative thinking**
approaching problems in unconventional and unique ways.



- **A different perspective that**
enhances creativity and problem-solving.



- **A strong commitment to social justice,**
often driven by deep empathy, leads them to passionately advocate for fairness and the welfare of those in need.



- **Unique skills in logical thinking,**
creativity, and curiosity that drives innovation.



- **An exceptional capacity for**
recognising patterns and connecting seemingly unrelated concepts.



NEURODIVERGENT UNIQUE STRENGTHS

Neurodivergent children often possess extraordinary strengths and unique qualities, including:



- **Observation Skills:** They adopt a "listen, learn, look" approach to learning, ensuring that facts are well-researched.



- **Absorption and Retention of Facts:** They have excellent long-term memory and superior recall abilities.



- **Visual Skills:** They typically are visual learners with a keen eye for detail.



- **Expertise:** They possess in-depth knowledge of particular subjects and exhibit high skill levels.



- **Methodical Approach:** Their thought processes are analytical, enabling them to spot patterns and repetitions, especially in subjects like science, math, and music



- **Tenacity and Resilience:** They demonstrate determination and a willingness to challenge opinions.

Embracing these qualities can lead to a more fulfilling and authentic life for individuals and their families.



SEND THE RIGHT MESSAGE CHARITY 1193572

WORKING WITH LOCAL COMMUNITIES

Local families lead our work to improve the lives of disabled and neurodivergent children, young people, adults and families. Together, we harness their local knowledge, lived experience, and expertise and work to find a long-term solution.

We aim to create a safe, non-judgmental space for parents to feel validated and listened to. We firmly believe everyone has the right to live a healthy life, receive education and healthcare, and be free from stigma and discrimination.

Some parents learn at birth that their child has a disability and receive information from health professionals. For others, their child's differences emerge over time. Managing their situation can be overwhelming and isolating for many, and support is needed as different milestones become more visible.

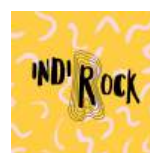
The team collaborates with families to empower parent carers to increase their understanding of neurological differences and disabilities. We address the challenges that neurodivergent children and young people face while championing, embracing and learning to recognise neurodivergent strengths. We frequently use co-production with our families to ask them "What is working well" or "Not so well" in a positive, neuroaffirming way.

WORKING WITH LOCAL, NATIONAL AND PARTNERS

We actively collaborate with local and national organisations to form strong partnerships, influence policy, and drive change that safeguards vulnerable families. This year, we proudly partnered with Myotas Charity, SAFE Essex and Indirock who wholeheartedly share our knowledge, expertise, and passion to support disabled and neurodivergent communities in Southend & Essex.

We have established national partners to support our mission to support families that face financial hardship.

FuelBank Foundation
Disability Rights UK
Children in Need
Children & Young People Mental Health Coalition
Carefree Charity
Good Things Foundation





GEOGRAPHICAL AREAS

Essex is a county located in the southeastern part of England, bordered by Suffolk, Cambridgeshire, Hertfordshire, Kent, and Greater London.



CASTLE POINT

Castle Point is a local government district in Essex, England, along the county's southern coast. It comprises the towns of Benfleet, Canvey Island, Hadleigh, and Thundersley.

Castle Point: In 2019, the Castle Point local authority area's population was an estimated 90,070, making it the seventh-largest local authority area in Essex in terms of population size. This is an estimated increase of 339 people since the 2011 census.

The Castle Point Borough Council area overall has a lower proportion of children aged 0-15 (16.9%) and 16 to 64 years old (57.8%) and higher levels of people aged 65+ (25.2) compared to the percentages for Essex as a whole (18.9%)



The Castle Point area had the 4th highest estimated prevalence of any mental health disorder among children aged between 5 and 16 years across the Districts of Essex in 2015, with a prevalence of 8.89%. This was higher than the estimated prevalence across Essex (8.71%).

The prevalence of depression and anxiety among persons aged over 18 years in NHS Castle Point and Rochford CCG in Essex was 12.47%. This was similar to the prevalence across Essex (12.49%) and lower than that across England (13.74%).

Exact figures for the number of residents with Neurodiversity or Learning Disabilities are not available; however, modelled predictions from POPPI/PANSI suggest the level could be around 1705 people, of whom 1219 people are aged 18-64, and 486 people are aged 65+. This total is equivalent to 2.32% of the age-weighted population, similar to the levels across England (2.36%) and Essex (2.34%). Of this number, it is estimated that a total of 342 (277 age 18-64; 65 age 65+) have severe learning disabilities and thus may have additional support needs.



ROCHFORD

Rochford is a local government district in Essex, located in the southeastern part of the county. It encompasses a mix of urban, suburban, and rural areas. The district is named after the town of Rochford, which serves as the administrative centre. Key towns and villages within the Rochford district include Rochford, Rayleigh, Hockley, Great Wakering and Ashingdon.



According to the Office of National Statistics in 2018, the total population of the Rochford District was an estimated 86,981 people, making it the ninth largest local authority area in Essex in terms of population size. This is an estimated increase of 1311 people since the 2011 census (a rise of 15.3%).

The Rochford District has a slightly lower proportion of Children and Young People aged 0-15 (17.2%) and 16 to 64-year-olds (59.8%) compared to the Essex average (18.9% and 60.6%). The percentage of older people (23%) is higher than the Essex average (20.5%).

The Rochford District had the third highest estimated prevalence of any mental health disorder among children aged between 5 to 16 years across the Districts of Essex in 2015, with a prevalence of 8.24%. This was lower than the estimated prevalence across the whole of Essex (8.71%) and England (9.23%).

Conditions such as neurodivergence, autism, anxiety, low mood, depression, conduct disorders and eating disorders can stop some young people from achieving what they want in life and making a full contribution to society.

The challenge often extends into a person's adult life, with half of all mental health conditions beginning before the age of 14.



SOUTHEND

Southend-on-Sea is governed by Southend Borough Council, which manages local services such as education, transportation, housing, and environmental health. As a unitary authority, it operates independently of Essex County Council. Southend-on-Sea, Leigh-on-Sea, Westcliff-on-Sea, and Chalkwell are distinct yet interconnected areas within the borough of Southend-on-Sea in Essex, England.



Since 2000, Southend's population has grown from 161,585 to 182,463. This is a growth rate of 12.9%, which is slightly lower than the rate in England. Estimates at mid-year 2018 indicate there are 11,304 babies and children aged under 4 and 28,236 children of education age between 5 and 17.

The working age population between 18 and 64 is 107,826, whilst 35,097 adults over 65. Compared to England's population figures, there are fewer people aged 15 to 34 in Southend, whilst there are more 35- to 55-year-olds.

The greatest population density lies in Southend's most disadvantaged wards, where we see broadly positive performance for childhood wellbeing indicators in the borough; in a number of areas, Southend is performing below the national average.



Children's mental health services in Southend continue to see rising demand, increased acuity and complexity of presentations, lengthier periods of intervention to mitigate risks, and growing caseloads. The long-term impact cannot be underestimated, and it is important to put mental health on a level footing with physical health for them in Southend.

Mental health and emotional well-being may be experienced differently by different groups of children and young people, and this can be influenced in particular by age, gender (including LGBTQ+), economic disadvantage, special educational needs and/or disability (SEND), and ethnicity (such experiences of discrimination).

Southend had a lower rate of new referrals to secondary mental health services per 100,000 residents under 18 than the national and regional averages.

Southend has seen widening inequalities exacerbated by the Covid-19 pandemic and the current cost of living crisis. Poverty and child neglect are highly correlated as poverty leads to hardships for families, which impact parents' capacity to meet the needs of their children.

In Southend, neglect is the leading cause of children and families requiring additional support and children requiring child protection plans.



FOCUS ON: DISABILITY BENEFITS SESSIONS INTRODUCTION

The Disability Benefits Advice: Financial guidance and 1-1 support for parent carer to access benefits and grants.

Meaningful interactions empower them to seek advice on other services to reduce child poverty, fuel poverty, and access knowledge to support their child.

Our one-to-one sessions are designed to equip individuals with the knowledge and skills they need to effectively bring about positive social outcomes, such as reducing poverty. The tangible impact of these sessions is a clear testament to the effectiveness of our program.

Disability Benefit Appointments are often the first step for caregivers and families to learn about their child's diagnosis while completing Disability Benefit forms. Our charity provides resources to caregivers and parents during our sessions. These resources aim to educate, identify, and explain the language used in diagnostic letters from health professionals, educational psychologists, and occupational therapists. We understand that the strategies and recommendations provided in these letters or clinical reports may sometimes feel overwhelming or difficult to understand, which is why we aim to make them more accessible and easier to comprehend. We will role model our lived experiences, learnings, and the benefits of positive relationships between families, statutory services and schools.

Disability Benefit appointment sessions promote the caregivers' and children's voices (UNCRC, 1989). We have identified that families need time for their stories to be heard. As each journey is individual, we guide the family through our targeted and personalised sessions.

Upon receiving an information pack, parent carers are equipped with additional support, knowledge, and an action plan to empower them.

These guides give each member opportunities to choose, to join a community, belong, and empower themselves within their individual journey, improving financial outcomes, access to statutory services, health and family we service, health and family well-being information.



UNDERSTANDING MEDICAL REPORTS AND DOCUMENTS.

We have learned that a session can bounce between a child's development timelines. As one question is answered, another area of need is raised for the child that the family may not have been aware of. This is because families frequently apply interventions, such as explicit language and instructions, therapies like Boulderling, and aids, including noise-reducing headphones, without the knowledge that they have naturally made adaptations to their daily lives that have become the norm.

By addressing the support needed for the parent carer to start their application, we can alleviate financial stress on low-income households, freeing up resources that can be used for other essential needs, such as food, healthcare, and education.

Often, caregivers have experienced negativity, cuts, and delays from professionals, community services, and social stigma; they may have a learning difficulty and be neurodivergent themselves (Marmot, 2024).

Therefore, each session is unique and often requires SEND the Right Message to offer emotional support in addition to creating an environment that is a calm and safe space to support caregivers' privacy and emotional regulation.

Using carefully guided questions and organising reports and documents assists the caregiver in identifying any additional support needs for completing the disability benefit forms.

Many families have found this to be a barrier to completing their forms initially, and we have met families that have not sought help for over a year since receiving their forms before meeting us. Realising they're not alone in their struggles can provide a sense of reassurance and support.

While reading documents, the Disability Benefit Support Worker frequently notified families of missed referrals and explained developmental language and recommendations.

This sometimes identifies areas that need a follow-up, improving the child's access to quality health, well-being and services.



SEND THE RIGHT MESSAGE

CHARITY 1193572

100

SERVICE USERS

**BENEFITS
AWARDED
£240,771.05**

**TOTAL
£325,325**

**BENEFITS
BACKDATED
£84,553.95**

- Appeals Awarded 5
- Appeals Declined 2
- Appeals Waiting 1
- Blue Badges Awarded 2
- Blue Badges Declined 1
- Other IAG 2

- Child DLA Waiting 23
- Child DLA Awarded 40
- Child DLA Declined 1
- Child DLA Renewal Waiting 2
- Child DLA Renewal Awarded 6

- DLA-PIP Transition Awarded 1
- Child Pip Awarded 6
- Did not attend 3
- Did not send 4
- Complaint 1



FOCUS ON: BOULDERING SESSIONS INTRODUCTION

The SEND the Right Message Bouldering Sessions is an initiative that offers free bouldering sessions to parents and carers of children or young people with specific educational needs or disabilities. The project was launched in March 2022, funded by Sport England for a year, and developed in partnership with Indirock.

It provides complimentary bouldering sessions for children and young individuals who are neurodivergent and/or have disabilities. After running this project for nearly a year, we evaluated it and noticed that families attended more frequently when the extra support worker was present.

The STRM support worker answers parents' questions while the Bouldering session is ongoing. Some parents learn at birth that their child has a disability and receive information from health professionals. For others, their child's differences emerge over time. Managing their situation can be overwhelming and isolating for many parents. As different milestones become more visible, support is needed.





FOCUS ON: BOULDERING SESSIONS

Children and young people who are Autistic or/and are ADHD (amongst other neurodevelopmental conditions) have difficulty with social and emotional communication. They may also need support with self-regulation and developing their executive functions.

Our work highlights the actual value of early identification and early intervention. STRM recognises that early intervention is necessary to give your child the best start in life. Children with disabilities can change their brain activity and adapt as a result of experience. Neuroplasticity provides the brain with the ability to be moulded and shaped. It can develop new mindsets, memories, skills, and abilities.

Bouldering is a sport that provides numerous physical and mental health benefits to neurodivergent children. It is physically demanding, so children who struggle with excess energy can release this through safe and contained physical activity.

It requires that children challenge themselves to improve their skill levels. Still, they also learn to support each other in problem-solving and providing strategies, encouraging community spirit and investment in each other.

Early interventions are the key to enabling children predisposed to impulsive and dangerous behaviours and social exclusion to channel their energies into something more productive. The evidence is clear: children who have specific educational needs and/or disabilities like autism or ADHD are more likely to be over-represented in the criminal justice system as either suspect or criminal.

It is important to note that having ADHD or autism does not automatically equate to criminal activity. Nevertheless, a combination of physiological and social contributors can significantly increase the chances of those children appearing in front of the criminal justice system as a suspect or a victim. The evidence of sport being a successful early intervention tool to help reduce or prevent crime is clear. Ultimately, we have been allowed to put the proven theory into practice in Southend.





FOCUS ON: BOULDERING SESSIONS

Low-income families often face financial barriers that prevent their children from participating in sports. However, numerous studies have shown that sports provide social and emotional benefits such as bullying prevention, helping children make friends, and improving their behaviour.

Climbing, for example, works the muscles and exercises the mind. To become proficient in climbing, one has to engage the prefrontal cortex, focus, plan, solve problems, and hold visual-spatial learning in their working memory.

Participating in bouldering may help boost your child's self-esteem, improve their social skills, promote physical fitness, improve their decision-making abilities and cognitive function, and identify their unique strengths.



What you already know is the key to learning new things

Making friends and finding social opportunities can be challenging, especially for neurodivergent and/or disabled children. Friendships and social connections are essential for children, providing a sense of belonging and allowing them to be included in their communities.



This is why our club has been so successful; it offers a safe and inclusive environment where children can be around others like them and be their true, authentic selves. It is a place where they can find social connections and belonging, which is particularly important for children who may feel isolated in mainstream schools.



FOCUS ON: BOULDERING SESSIONS

Emotional dysregulation is a common symptom of ADHD and autism. It occurs due to differences in the nervous system and brain that also influence differences in executive functions like working memory, organisation, focus, task initiation, and time management.

What are the signs of dysregulation?

- difficulty managing frustration
- sporadic impulse control
- emotionally reactive behaviours
- struggling with problem-solving



Developmental delays

Children and young people who are neurodivergent may have difficulties with their gross and fine motor skills. Their stability, balance, and core strength may be underdeveloped.



Benefits of bouldering for neurodivergent children and young people:

- Boosts co-ordination
- Builds core strength
- Improves balance
- Strengthen muscles (perfect for those with hypermobility)
- Develop motor processing
- Enhances self-confidence and self-esteem
- Strengthens sequential thinking
- Builds trust
- Promotes decision making
- Gain confidence to take responsibility to make their own choices
- Develops autonomy



FOCUS ON: PEER TO PEER SESSIONS

The emotional highs and lows of having disabled children and young people, navigating the SEND System or attempting to get a diagnosis can cause many lows and can be overwhelming, confusing or even frightening at times.

Parent Carers may feel unsupported or isolated from friends and family, experience loneliness, anxiety, or other worries such as financial or housing issues, or feel like they're not coping well. Peer support during all of the stages of this journey allows parents to build a trusting relationship with the team and other parents that is different from that with family, friends, or professionals.

Our team are there to discuss any worries, big or small, and help parents emotionally and practically prepare for the journey ahead. The goal is to help foster trusted relationships between the peer-to-peer volunteers and provide additional support at our sessions. Our objective is to establish a secure and welcoming space for parents to engage in meaningful conversations, which aims to reduce isolation, anxiety and mental health difficulties. Our goal is give reliable information, empower parents to be proactive, have informative discussions and be able to access hand-selected neuro-affirming training.

11 x Guest Talks & Training



10 x Online Support Sessions



12 x Relaxed Coffee Mornings



March 2023

- Bedwetting with Charmaine

April 2023

- Home-to-School Transport in Partnership with Myotas by Gavin SENTAS
- What should be in an EHCP? In-person event with Tom from Birkett Long Solicitors

May 2023

- Executive Functions and Emotional Regulation with Vicki Lamb Chair of Trustees

June 2023

- EPUT Lighthouse Talk

Sept 2023

- Specialists Talks with NYAS and Inclusive Communication Essex

Oct 2023

- NELFT CAMHS

Nov 2023

- EOTAS versus EHE Tom from Birkett Long SEND solicitors

Jan / Feb 2024

- EPUT Jigsaws



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FOCUS ON: CADENT PROJECT



We were delighted to be selected as a partner organisation for the SAVS "Centre for Warmth" project in partnership with Cadent. SAVS manages the investment, which is shared with ten other charities across Southend.

The partnership will enable individuals to access various resources, help, and advice, including income maximisation, information on carbon monoxide safety and priority services registers, and energy efficiency advice.

The ten partners SAVS is working in partnership with, and their services are:

- Citizens Advice (Debt, Finance and Information & Guidance)
- Southend Carers (Unpaid Carers)
- South Essex Advocacy Services (Advocacy)
- **Send the Right Message (Special educational needs and disability)**
- Southend in Sight (Sight Loss Community)
- Cake Club (Young Families)
- Age Concern Southend (Older People)
- Southend Foodbank (Emergency/Crisis)
- One Love (Emergency/Crisis)
- South Essex Community Hub



Phil Burrows, Head of the Social Vulnerability Social Programme at Cadent, said, "This is our first group partnership in London, and we are happy to launch this Centre for Warmth partnership in Southend. The project partners have the resources, expertise, and trusted relationships to best support the diverse communities and needs in Southend. This partnership will be helping a wide variety of people, catering to the various needs of customers, including marginalised communities across Southend."

People will be able to access so much more support, help and advice through this partnership with SAVS and the other charities.





FOCUS ON: CARERS PROJECT

SEND the Right Message became a community partner with Carefree Charity to offer our service users a heavily discounted Carers break.

Why does this work?

- Having regular breaks will increase a parent carer's resilience
- Leaving the parent carer feeling recharged and rejuvenated, with a more positive outlook.
- It can help make coping with challenging situations easier.
- Having a break from your child or children can be beneficial to have some time and space away from each other.
- The parents will appreciate the time they spend together with their child or children more as a result.
- Supports parents and carers to reduce stress, and anxiety and promote emotional regulation.
- The financial strains of having a disabled child can make it difficult for parents to take a break from their caregiving duties. Discounted breaks can alleviate some of the financial burden.



**THIS EQUATES
TO A 21X
SOCIAL
RETURN ON
INVESTMENT
AGAINST
YOUR ANNUAL
MEMBERSHIP
FEE OF £300.**



A HUGE thank you for our lovely stay at The Belfry in Cambridge. We had a fantastic time, and the staff were amazing! We are staying at The Belfry Cambridge - a night away and a break from my son who is camping with the school. All thanks to STRM - SEND the Right Message Registered Charity



SEND THE RIGHT MESSAGE CHARITY 1193572

FOCUS ON: RAISING AWARENESS, ACCEPTANCE AND PROMOTING INCLUSION

In February, Maggie Cleary (CEO) and Rachel King (Trustee) were delighted to be invited to contribute to Neurodivergence in Education Conference - (westminsterinsight.com) Westminster Insight's Neurodivergence in Education Conference in Central London and Online.

Maggie Cleary talked about the following:

- Re-thinking one-size-fits-all: education & neurodiversity.
- Tackling stigma around neurodivergent conditions and how it is leading to higher rates of mental ill health.
- Providing interventions for preventing after-school restraint collapse and burnout.
- Understanding the impact on the parent carer.





FOCUS ON: RAISING AWARENESS, ACCEPTANCE AND PROMOTING INCLUSION

We reached out to our families to see if they would like to participate in a Westminster presentation and contribute to the theme of 'acceptance' of neurological differences.

For the presentation, we assembled a collage showcasing photographs of our registered members' children enjoying themselves in a cardboard box. This photo collage is designed to promote awareness that everyone possesses unique qualities and that our children do not need to conform to a one-size-fits-all mold.





FOCUS ON: SUPPORTING YOUR NEURODIVERGENT CHILD RESOURCE

During the challenging times of Covid, two local charities collaborated with Essex Family Forum to create a valuable resource for families with neurodivergent children (such as those who are autistic, have ADHD, OCD, Tourette's, Dyslexia, Dyspraxia, etc.). This book shares their personal experiences along with insights from the families they support. Developed with contributions from education, health, and social care services, this 'by parents for parents' guide is designed for families with a young person newly diagnosed with autism or ADHD and those navigating the diagnosis process. The resource was commissioned by Essex County Council and the NHS.

Launched in 2021, over 13,000 copies have been distributed to families, schools, libraries, and wellbeing hubs across Essex, Southend, and Thurrock, and its impact continues to grow.

Families have expressed that they feel less isolated, more confident, and better prepared to support their children, with one remarking, "This answers the questions I didn't know I needed to ask."

In response to such positive feedback, the writing team has recently refreshed the content to incorporate new topics, additional family insights, and to reflect the rapidly evolving understanding of neurodivergence.

Paula Farrow, CEO of MyOTAS charity, commented:

"We spoke to parents who felt lost about how to help their child. We wanted to reassure these families that they are not alone and share effective strategies and insights."

Maggie Cleary, CEO of STRM charity, added:

"There is a significant disparity in the level of support available for various health conditions. Having family members with both diabetes and neurodivergent conditions, I found the assistance for diabetes to be excellent. In comparison, accessing services and support for neurodiversity needs improvement. Our book aims to bridge that gap."



13,000 COPIES ACROSS ESSEX, SOUTHEND & THURROCK



FOCUS ON: PILOT PROJECTS

ART PROJECT

Art is rooted in the idea that creative expression can improve emotional health.

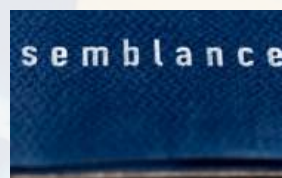
In the realm of art creation, there is no such thing as failure or correctness; it is all about personal expression!

Participating in artistic activities activates the brain and increases dopamine production, leading to improved focus.

Artist Anna Lukala, together with fellow artist Ruth Hazel, organized specially designed workshops. These sessions were made possible through generous funding from the Southend Community Investment Board, which chose STRM to offer free workshops for our families.

What are the benefits of art for neurodivergent children?

- Express your thoughts
- Self-confidence
- Builds self-esteem
- Enjoyable



ANNA
LUKALA





FOCUS ON: PILOT PROJECTS

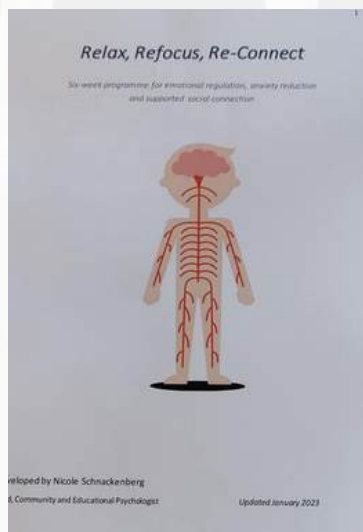
ANXIETY PROJECT

In collaboration with Dr. Nicole Schnackenberg, an Educational Psychologist, STRM provided weekly biofeedback sessions designed to equip the children we support with nervous system regulation skills.

Children and young people who are autistic and have ADHD (amongst other neurodevelopmental conditions) have difficulty with social and emotional communication, as well as self-regulating their executive functions. Many neurodivergent individuals also have co-occurring conditions, such as anxiety, depression and suicide ideation.

We used a system called EmWave which helped our neurodivergent children understand how their body is reacting to different relaxation strategies. It supported the children to use a range of self soothing approaches and it helped them to increase their awareness of their nervous system and emotional regulation.

It provided neurodivergent children of all ages with real time feedback on their internal experience, and it became an engaging and compelling way to self-regulate their emotions.



The project was run as a pilot and was open to six Year 4 - 6 primary school children. 6 children participated in the pilot sessions



They all learnt about interoceptive awareness and it helped them to build up their stress tolerance using the biofeedback as a visual component along with "outside the box" strategies and fun activities.

South East Essex Alliance Mid and South Essex Integrated Care System supported this project via the Health Inequalities Fund.



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FEEDBACK

Did the EmWave help with any of the following?

- Helping you to understand how it feels to feel calm and relaxed **100%**
- Showing you how changing your breathing changes how you feel **100%**
- Giving you an idea of the things that help you to relax and become calm. **75%**



What did you enjoy about the sessions?

“ It taught both myself and my daughter lots of different ways to help calm us down and lots of different ideas.

“ Making things and hanging out with other children.

“ Love seeing my child enjoy going and seeing him find different ways to cope

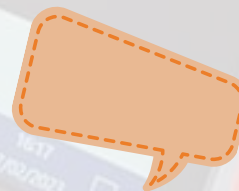
“ It's very interesting and we both came away knowing lots of new things.

Is there anything else you would like to tell us?

“ This was amazing from start to finish.

“ I liked the games. It was fun to learn!

“ My daughter was more upset it has now finished as she really enjoyed it and couldn't wait till the day.





SEND THE RIGHT MESSAGE CHARITY 1193572

RISK MANAGEMENT

STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is controlled by its governing document.

Board of Trustees:

The methods adopted for the recruitment and appointment of new trustees. The charity actively seeks to recruit trustees from as wide a spectrum as possible, the principal criteria being that they are supportive of the aims of SEND the Right Message. Those interested in becoming trustees are encouraged to take the opportunity to discuss the role and the work of the charity with other trustees and with members of staff and to Visit our projects. Opportunities for understanding the charity and contributing to its work are made available to trustees. We regularly review the composition of our trustee board to ensure we have a wide range of skills And experience.

Staffing:

We recognise and appreciate the commitment and dedication of the small team and their continuing efforts to support the aims of STRM and the families we serve.

Volunteers:

Volunteers provide valuable support to the running of all STRM support and projects. As part of our growth we anticipate needing a full-time Volunteer Co-ordinator, to grow and develop a volunteering program. We currently have 3 active volunteers and are grateful for their support and efforts.

Data protection and cyber-security:

We have detailed IT security and recovery plans in place for each of our systems, managed by outsourced IT suppliers. The Board reviews system security measures periodically.

Insufficient unrestricted income:

We review the restricted/unrestricted ratio on a quarterly basis, while ensuring funds are generated sources.

Safeguarding:

Our staff, trustees and volunteers are trained annually in safeguarding policy and procedures. Adherence to policy is mandatory in partner contracts and enhanced whistleblowing procedures have been established throughout STRM and with our partner organisations and programme participants. Our Board of Trustees regularly review our policies and approach and implements additional measures where appropriate.

Fundraising:

We would not be able to do our important work without the support of our donors. We seek to maintain the highest possible standards in fundraising and relationships with our supporters and we take pride in providing excellent supporter care. STRM is registered with the Fundraising Regulator and bound by its Code of Fundraising Practice. We continue to monitor compliance as this Code is revised, to ensure all our fundraising activities are operating to the highest standards.

We received zero complaints relating to fundraising via the Fundraising Regulator in 2023/24.

We have a specific policy on Fundraising from vulnerable people. This includes our procedures and guiding principles on which all staff are trained.

Management of Organisational Growth:

We are overseeing our growth by utilizing grant processes while carefully building our reserves in accordance with our financial management policy. Additionally, we are actively pursuing long-term partnerships with grant-making institutions, corporations, foundations, and trusts to enhance our programs.



SEND THE RIGHT MESSAGE CHARITY 1193572

FUNDRAISING

We understand that organising a successful event takes a lot of effort, so we would like to express our gratitude to Charlie, one of our wonderful parents, for organising a Fundraiser Quiz Night and raising an impressive amount. Charlie's fundraising endeavors contributed to our operational expenses for our support services and community projects. We would also like to extend our thanks to everyone who participated in the Fundraiser Quiz Night, which was generously hosted by Making WAVES All Age SEND Support at St. Cedd's Church.

We hope everyone had a great time. A special congratulations to the Raw Learning team for winning and then generously donating the prize money back to the charity. We also extend our thanks to the Vecteo Transport team for their attendance and support. We are grateful to all the local businesses that generously donated fantastic raffle prizes.

QUIZ NIGHT
Raising funds for
SEND The Right Message
In conjunction with Making Waves SEND group

FRIDAY 25TH AUGUST 2023

ST. CEDD'S CHURCH HALL
BRIDGEWATER DRIVE
SS0 0DS
7PM-9:30PM

BYOB
Hot drinks and snacks
available for a small donation

Entrance tickets £5 each
Raffle tickets £1 a strip

£50 cash prize for
1st place in the quiz

SEND The Right Message
Charity (STRM) is a UK
parenting and support charity
for families with children
and young people who have
special needs or disabilities
(SEND) in Southend,
Castle Point & Rochford.

STRM SUPPORT
Charity number
1193572

For entrance and raffle tickets email strmfundraising@yahoo.com



We thank Asda Stores Limited and to all of you lovely people who voted for STRM - SEND the Right Message Registered Charity in January 2023. This cheque for £400 will pay for another 6 months of coffee mornings / SEND Support Sessions at Labyrinth House.



ASDA foundation
Green Token Giving

Please vote for us!

1st Place = £500
2nd Place = £400
3rd Place = £300

Visit
Asda.com/green-tokens
for more info

#AsdaFoundation #GreenTokenGiving



SEND THE RIGHT MESSAGE CHARITY 1193572

The commendable success of our financial position can be directly attributed to the unwavering dedication and perseverance demonstrated by the STRM team as they expertly navigated the lengthy and intricate grant application process. Their hard work has paved the way for significant funding opportunities that allow us to expand our impact. Additionally, we are deeply appreciative of the continuous generosity shown by our diverse supporters, including donors, parents, families, trusts, foundations, rotary clubs, round tables, businesses, and various community supermarkets and organisations. Each contribution, no matter the size, has played a crucial role in enabling us to fulfill our mission.

The STRM Team wishes to extend heartfelt gratitude to all of our supporters. In particular, we want to acknowledge the IT Support Desk for their invaluable assistance and ongoing sponsorship, which has been instrumental in addressing our various IT needs, ensuring that we can operate efficiently and effectively. Furthermore, we express our sincere thanks to River Leigh HR Consulting for their steadfast support in fulfilling our human resources requirements, helping us build a strong organisational framework as we grow.

Despite the various challenges that naturally arise in a rapidly expanding organisation, we have made significant progress in bolstering our reserves and building organisational resilience. As a relatively new charity, we are aware of the hurdles we face, especially in light of the increasing demand for our support services, which highlights the importance of adaptability and strategic planning.

To address these challenges, we are actively developing and implementing strategies aimed at diversifying our income streams. This includes integrating reserve-building goals into our fundraising campaigns, ensuring that we not only meet the immediate needs of our community but also secure our long-term sustainability. Through these efforts, we are committed to fortifying our financial foundation, allowing us to continue making a positive impact in the lives of those we serve.

FINANCIAL REVIEW

The Board of SEND the Right Message has examined the charity's reserve requirements and considered the organisation's main risks. It has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be between 3 and 6 months of the expenditure.

Our strategy is to continue to build reserves through planned operating surpluses and fundraising the Committee understands it is unlikely that the target range can be reached for at least five years. In the short term, the Management Committee has also considered the extent to which existing activities and expenditures could be curtailed, should such circumstances arise. Trustees agree on the specific reserves policy, including any designation of reserves for particular purposes annually.



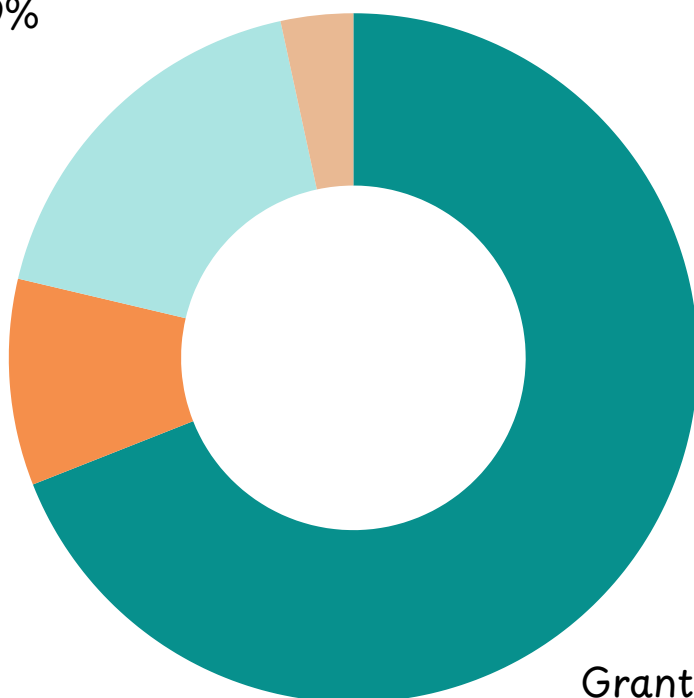


PROJECT FUNDING

- Grants (Trusts & Foundations)
- Council contracts
- Gifts & Donations
- Services & Consultancy

Gifts & Donations
17.9%

Council contracts
9.7%



Grants (Trusts & Foundations)
69%



SEND THE RIGHT MESSAGE CHARITY 1193572

STATEMENT OF THE TRUSTEES' RESPONSIBILITIES

Trustees are responsible for the preparation of SEND The Right Message's Annual report, as well as any accounts or financial statements that are required in accordance with the relevant laws and accounting standards existing in the United Kingdom.

The financial statements created annually must provide a true and fair view of the charities position; detailing any known incoming resources and application of resources for that period. Trustees may only offer approval once they are satisfied that those conditions have been met.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the accounts on a going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for the ongoing maintenance of proper and correct accounting records, in compliance with the Charities Act 2011. Additionally, trustees are required to proactively try to prevent and detect fraud, or other irregularities; in doing so they take actions which safeguard all charitable assets and resources. In maintaining the integrity of the accounts, trustees will take all reasonable steps to become aware of any relevant audit information, which must be then shared with the auditor.

In summary, the trustees are responsible for maintaining the accuracy and integrity of all relevant corporate and financial information.

This report was approved by trustees on _1st November 2024_ and signed on their behalf by:

Vicki Lamb

Chair of Trustees

On behalf of all trustees, we would like to extend our thanks to all our members for continuing to place your trust in us. To our supporters and funders, we genuinely could not do this without you, and we appreciate your continued efforts to ensure the sustainability of our charity.

STRM - SEND the Right Message
has
SUPPORTED OVER
Families across Southend,
Castle Point & Rochford Districts

1700





SEND THE RIGHT MESSAGE CHARITY 1193572

THANK YOU TO OUR FUNDERS FOR SUPPORTING ALL OUR SUPPORT SERVICES AND PROJECTS, INCLUDING:

- Fowler Smith & Jones Charitable Trust
- Southend Emergency Fund
- National Lottery Awards for All
- The National Lottery - Cost of Living
- Essex Community Foundation
- Community Investment Board
- Southend Active
- Essex Active
- British Airways Community Fund



- ROSCA Trust
- EALC Micro Grant
- Tesco Community Foundation
- South East Essex Alliance
- Southend Short Breaks
- Tudwick Foundation
- Magic Grants
- Phab Fund Essex County Council



We are also grateful for the continued support of local Lions, Rotary and Round Table groups, as well as local supermarkets and their community champions.



SEND THE RIGHT MESSAGE CHARITY 1193572

Credits and research

Citation

Wilkinson, Richard, Marmot, Michael & World Health Organization. Regional Office for Europe. (2003). Social determinants of health: the solid facts, 2nd ed (en). World Health Organization. Regional Office for Europe. <https://apps.who.int/iris/handle/10665/326568>

Reference & Credit: The Health Foundation

<https://www.health.org.uk/publications/reports/the-marmot-review-10-years-on>

Reference & Credit: Office for National Statistics

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/disability/articles/outcomesfordisabledpeopleintheuk/2021>

Reference & Credit: Department for International Development

<https://www.gov.uk/research-for-development-outputs/fair-society-healthy-lives-the-marmot-review-strategic-review-of-health-inequalities-in-england-post-2010>

Reference & Credit: Joseph Rowntree Foundation

<https://www.jrf.org.uk/report/uk-poverty-2019-20-social-security>

Reference & Credit: Scope UK

<https://www.scope.org.uk/campaigns/extra-costs/disability-price-tag-2023/>

Reference & Credit: Disability Rights UK

<https://www.disabilityrightsuk.org/news/2022/march/pushed-edge-poverty-food-banks-and-mental-health#:~:text=Now%20new%20research%2C%20co-produced%20by%20the%20Independent%20Food,use%20food%20banks%20in%20November%20and%20December%202021.>

Reference & Credit: University of Nottingham

<https://www.newswise.com/articles/study-reveals-high-rate-of-possible-undiagnosed-autism-in-people-who-died-by-suicide#:~:text=After%20speaking%20with%20the%20families%2C%20the%20researchers%20found,their%20own%20life%2C%20and%2035%25%20have%20attempted%20suicide.>

Reference & Credit: University of Cambridge

<https://www.cambridge.org/core/journals/the-british-journal-of-psychiatry/article/autism-and-autistic-traits-in-those-who-died-by-suicide-in-england/04367C4DD9D8B4B3375A0D25C4764A54>

<https://www.cam.ac.uk/research/news/study-reveals-high-rate-of-possible-undiagnosed-autism-in-people-who-died-by-suicide>

Reference & Credit: Autistica

<https://www.autistica.org.uk/our-research/research-projects/understanding-suicide-in-autism>

Reference & Credit: GeniusWithin

<https://www.geniuswithin.org/what-is-neurodiversity/>

Reference & Credit: Aucademy

<https://aucademy.co.uk/david-gray-hammond/>

Reference & Credit: National Autistic Society

<https://www.autism.org.uk/advice-and-guidance/topics/mental-health/addiction>

Reference & Credit: National Library of Medicine

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4860193/>

Reference & Credit: Undercover Autism

<https://undercoverautism.org/2022/12/17/autism-does-not-reduce-your-life-expectancy-being-autistic-does/#:~:text=Another%20report%20compares%20the%20range,global%20average%20of%2072%20years>

Reference & Credit: Ann Craft Trust Extra one I forgot

<https://www.anncrafttrust.org/disability-domestic-abuse/>

Reference & Credit: Safe Lives

<https://safelives.org.uk/knowledge-hub/spotlights/spotlight-2-disabled-people-and-domestic-abuse>

With thanks to Lesley Moss
at Northsouth Design

<https://northsouthdesign.co.uk/>

“

We believe that together, we can make a difference in the lives of disabled and neurodivergent families to lead happier and healthier lives.

SEND THE RIGHT MESSAGE

CHARITY REGISTRATION NUMBER 1193572

THE REGISTERED OFFICE IS:

320D HIGH ROAD
BENFLEET
ESSEX
SS7 5HB

WWW.STRMSUPPORT.CO.UK

INFO@STRMSUPPORT.CO.UK

TELEPHONE 07359 068827

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Charity number 1193572

FINANCIAL STATEMENTS FOR THE YEAR ENDED 29th FEBRUARY 2024



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CONTENTS FOR THE YEAR ENDED 29 FEBRUARY 2024

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Independent examiners report	2
Statement of financial activities	3
Balance sheet	4
Notes to the financial statements	5 - 9

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LEGAL AND ADMINISTRATIVE INFORMATION FOR THE YEAR ENDED 29 FEBRUARY 2024

Charity number	1193572	
Address	320D High Road Benfleet Essex, SS7 5HB	
Trustees	V Lamb L Prince R King B Galpin P Cowdrey	Appointed 25/11/2023 Appointed 01/11/2023
Accountants	Community360 Winsley's House High Street Colchester	
Bankers	Essex, CO1 1UG Natwest	

SEND THE RIGHT MESSAGE

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 28 FEBRUARY 2024

I report on the accounts of SEND The Right Message for the year ended 28 February 2024 which are set out on pages 3 to 9.

Respective responsibilities of trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act, and
- To state whether particular matters have come to my attention.

Basis of independent examiner's Statement

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes considerations of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In the course of my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair' view which is not a matter considered as part of an independent examination.

I have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Shelley-Marie Rudling FMAAT AATQB for and on behalf of:

Community360
Winsley's House, High Street, Colchester, Essex



Date

26/11/2024

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STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 29 FEBRUARY 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total £	2023 Total £
<u>Incoming resources</u>					
Incoming resources from generating funds:					
Donations and legacies	2	13,644	4,478	18,122	7,301
Income from charitable activities	3	32,505	70,468	102,973	58,830
Fundraising		396	-	396	-
Total income and endowments		46,545	74,946	121,491	66,131
<u>Expenditure on charitable activities</u>					
Charitable activities	5	18,033	63,557	81,590	63,214
Total resources expended		18,033	63,557	81,590	63,214
Net income/(expenditure)		28,512	11,389	39,901	2,917
Total funds brought forward		5,599	18,252	23,851	20,934
Total funds carried forward		34,111	29,641	63,752	23,851

The notes on pages 5 - 9 form an integral part of these financial statements.

SEND THE RIGHT MESSAGE

BALANCE SHEET FOR THE YEAR ENDED 29 FEBRUARY 2024

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Tangible assets	6		1,555		2,006
Current assets					
Cash at bank and in hand		62,652		40,450	
		<u>62,652</u>		<u>40,450</u>	
Creditors:					
amounts falling due within one year	8	455		18,605	
		<u>455</u>		<u>18,605</u>	
Net current assets			62,197		21,845
Net assets			<u>63,752</u>		<u>23,851</u>
Funds					
Restricted funds	9		29,641		18,252
Unrestricted funds	10		34,111		5,599
			<u>63,752</u>		<u>23,851</u>

The trustees approved these accounts and are signed on behalf of all:

Signed

V Lamb



Date

22nd November 2024

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 FEBRUARY 2024

1 Accounting policies

1.1 Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on Recommended Practice applicable to charities preparing their accounts in (FRS 102) accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (effective 1 January 2019). (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

1.2 Cash flow statement

The trustees have taken advantage of the exemption in Financial Reporting Standard 1 (revised) from including a cash flow statement in the financial statements on the grounds that the company is small.

1.3 Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received either by way of grants, donations and gifts or as contractual income in payment for services and is included in full in the statement of financial activities when receivable. Grants where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.

1.4 Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates

Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including the charity's shop.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 FEBRUARY 2024

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected life. As follows:

Computer equipment - 20% straight line

1.6 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for at least the next twelve months. There are no material uncertainties, thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.7 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There are no critical accounting estimates or judgements in the financial statements.

2 Donations and legacies

	Unrestricted funds £	Restricted funds £	2024 Total £	2023 Total £
Donations	13,644	4,478	18,122	7,301
	13,644	4,478	18,122	7,301
2023 comparative	7,283	18	7,301	

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2024 Total £	2023 Total £
Grants	27,860	70,335	98,195	53,514
Services	3,506	-	3,506	4,750
Sale of stock	26	-	26	66
Miscellaneous income	33	-	33	500
Discounts given	1,081	-	1,081	-
Subscriptions	-	133	133	-
	32,505	70,468	102,973	58,830
2023 comparative	13,913	44,918	58,830	

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 FEBRUARY 2024

4 Resources expended on charitable activities	Unrestricted funds	Restricted funds	2024 Total	2023 Total
	£	£	£	£
Wages	5,930	23,260	29,190	20,291
Training	83	25	108	1,200
Volunteer expenses	535	34	569	69
Other staff costs	34	39	73	36
Office/general administrative expenses	1,581	1,429	3,010	3,623
Ground rent	50	7,470	7,520	2,400
Insurance	-	1,107	1,107	484
Legal & professional	1,582	1,559	3,141	2,590
Subscriptions	193	445	638	1,148
Marketing/promotional	1,041	2,047	3,088	1,297
Telephone, postage and stationery	148	90	238	829
Hall hire	144	72	216	660
Activities	4,561	21,890	26,451	23,090
Depreciation	451	-	451	249
Computer costs	1,700	2,989	4,689	1,195
Website costs	-	1,101	1,101	3,028
Sundry	-	-	-	1,026
	18,033	63,557	81,590	63,214
2023 comparative	16,835	46,379	63,214	
5 Staff costs			2024	2023
Gross Wages			22,096	-
Social Security			1,188	-
Pensions			14	-
			23,298	-
In 2023, the charity did not have any employees. Payments were made for invoices for self employed individuals for general administration, marketing support and project support as needed. These are the amounts shown as wages on note 4. In 2024 the charity started to employ staff.				
6 Tangible fixed assets				
Cost	Computer Equipment	Restricted Computer Equipment	Total	
	£	£	£	
As at 1 April 2023	1,455	800	2,255	
Additions	-	-	-	
As at 31 March 2024	1,455	800	2,255	
Depreciation				
As at 1 April 2023	182	67	249	
Charge for the year	291	160	451	
At 31 March 2024	473	227	700	
Net book values				
At 28 February 2024	982	573	1,555	
At 28 February 2023	1,273	733	2,006	

SEND THE RIGHT MESSAGE

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 FEBRUARY 2024

7 Creditors: amounts falling due within one year

	2024 Total £	2023 Total £
Accruals	440	310
Deferred income	-	18,280
Other creditors	15	15
	0,455	18,605

8 MOVEMENT IN FUNDS

	At 01/03/23 £	Incoming resources £	Outgoing resources £	At 28/02/24 £
Restricted funds				
Fowler Smith & Jones Charitable Trust	5	2,150	62	2,093
National Lottery	1,791	-	1,791	-
Awards for All	616	-	616	-
Sports England	1,297	815	2,112	-
Southend Emergency Fund	-	3,000	3,000	-
ECF	5,038	10,000	8,131	6,907
Essex Community Foundation	822	3,677	4,488	11
Southend Active - Indirock	960	1,000	1,960	-
Essex Active - Indirock	2,380	3,125	3,412	2,093
British Airways Community Fund	-	4,278	4,278	-
ROSCA Trust	3,600	-	3,600	-
EALC Micro Grant	500	-	500	-
A Better Start Southend	1,115	-	1,115	-
Foundation Grant Tesco Community	-	1,000	1,000	-
South East Essex Alliance	128	-	128	-
Southend Community Investment Board	-	18,317	18,317	-
Southend Short Breaks	-	10,000	10,000	-
Tudwick Foundation	-	3,000	2,424	576
Magic Grants Carers Projects	-	500	500	-
Active Essex Phab Fund	-	14,084	-	14,084
	18,251	74,946	67,434	25,764

ECF - Digital Grant - two laptops have been purchased via this grant fund. These are included as fixed assets, therefore they will be depreciated each year, and the charge will be allocated to this fund. The cost of the laptops were £799.94.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 FEBRUARY 2024

9 <u>MOVEMENT IN FUNDS</u>	At 01/04/23 £	Incoming resources £	Outgoing resources £	At 31/03/24 £
Unrestricted funds	5,599	46,545	18,033	34,111
Restricted	18,252	74,946	63,557	29,641
Total	<u>23,851</u>	<u>121,491</u>	<u>81,590</u>	<u>63,752</u>

The restricted funds as reported, are those funds that the trustees may only spend on particular purposes of the charity.

SEND THE RIGHT MESSAGE

Charity number 1193572

FINANCIAL STATEMENTS
FOR THE YEAR ENDED 29th FEBRUARY 2024



SEND THE RIGHT MESSAGE

INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 28 FEBRUARY 2024

I report on the accounts of SEND The Right Message for the year ended 28 February 2024 which are set out on pages 3 to 9.

Respective responsibilities of trustees and examiner

The Charity's Trustees are responsible for the preparation of the accounts. The Charity's Trustees consider that an audit is not required for this year (under section 144 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Charities Act, and
- To state whether particular matters have come to my attention.

Basis of independent examiner's Statement

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes considerations of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement In the course of my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair' view which is not a matter considered as part of an independent examination.

I have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Shelley-Marie Rudling FMAAT AATQB for and on behalf of:

Community360

Winsley's House, High Street, Colchester, Essex



Date

26/11/2024